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Message Text

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46
ACTION EUR-06

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FM AMEMBASSY PARIS
TO USDOC WASHDC
INFO SECSTATE WASHDC 9443

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E.O.11652: N/A
TAGS: BEXP, FR
SUBJ: COUNTRY COMMERCIAL PROGRAM, FRANCE - FY75

REF: STATE A-3903, MAY 14, 1974

1. IN PREPARING OUR CRITIQUE AND REVIEW OF CCP FOR FRANCE, SEVERAL QUESTIONS HAVE ARISEN FOR WHICH WE WOULD APPRECIATE SOONEST GUIDANCE.

2. ESTIMATE IN EACH CAMPAIGN OF KEY PROSPECT CALLS SEEMS VERY SMALL UNLESS ESTIMATE LIMITED TO COMAFF SUPPORT. IF SO, WE QUESTION THIS LIMITATION AND WOULD PLAN INCLUDE KEY PROSPECT CALLS OF ENTIRE MISSION, I.E., COMAFF, PTC AND CONSULATES.

3. EACH CAMPAIGN HAS TARGET FOR "DIRECT PURCHASE TRADE OPPORTUNITIES." TO ENSURE UNIFORMITY OF DEFINITION AND REPORTING WE NEED KNOW WHETHER THIS DESCRIPTION EQUATES WITH "DIRECT SALES", CODES 100-104, AS CITED STATE A-7974, SEPTEMBER 20, 1973? ALSO SINCE TOS MAY NOW INCLUDE MORE THAN ONE PRODUCT, WE ASSUME ONLY REALISTIC WAY OF COUNTING THIS ACTIVITY IS BY NUMBERS OF INDIVIDUAL SIC ITEMS RATHER THAN SIMPLY BY TOTAL NUMBER OF TO TELEGRAMS.

4. PLEASE CONFIRM OUR ASSUMPTION THAT POST RESOURCES
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FOR EACH CAMPAIGN INCLUDE PERSONNEL OF ENTIRE MISSION,

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NOTABLY COMAFF, CONSULATES AND PTC.

5. ON FINANCIAL RESOURCES, SHOULD WE INCLUDE PURELY COMMERCE FUNDED ACTIVITIES, SUCH AS MARKET RESEARCH AND TRADE CENTER, FOR EXAMPLE, BIRP CONTRACT? WHAT DO WE DO ABOUT FUNDS ALLOCATED POST FOR PARTICIPATION IN INTERNATIONAL TRADE FAIRS, E.G., PARIS AIR SHOW AND CATALOG SHOW?

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